

Bombay junction provides curry in hurry

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London, UK, June 2006 Bombay Junction, an Indian restaurant with a new approach to fast-food, has implemented Toshiba ST-70 POS terminals with Datasym POS, designed to meet the exact needs of the business, providing the visibility it requires, as well as reducing the potential for theft and wastage. The brainchild of Shaz Sulaman and Steve Counce, Bombay Junction is the result of two years planning and development, and with the backing of What If, the premier banking and innovations business in the UK, the first restaurant opened one year ago in 'The Print Works' in Manchester. The concept is simple - quality, fast Indian food with the backing of strong brand; a chain of restaurants with the same appearance, menu, consistency in food quality and service. Heralded as the McDonalds of the Indian world, Bombay Junction required a POS system designed to cope with all the different types of food combinations, while at the same time monitor portion control to give exact data on the profitability of each dish. The solution By implementing the Toshiba ST-70 touchscreen terminals on Datasym POS, real-time sales can be tracked by the hour and by product category, providing essential visibility. Finger-print security can also monitor staff, minimising the possibility of theft and wastage. With the complexity of different permutations of food options and the need for portion control, it was essential that the chosen supplier was prepared to listen to Shaz's exact specification and develop a solution with the required functionality that was, robust, reliable and simple to use.

Datasym (UK), who was recommended as a potential supplier of POS terminals, worked closely with Toshiba to tailor the POS solution to Shaz's specific requirements. Unlike other Indian restaurants, there are many

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different variations of one dish, providing the customer with a unique eating experience. Shaz said: " Toshiba and Datasym have developed a solution to meet our precise requirements. It is a very exclusive system that enables us to have the visibility we need to grow the business. This is key, but what is even more important is that the solution already has all the functionality for future proofing.

" He continued: " We are also just about to launch a loyalty card scheme for promotions and special offers, to start with this will be a manual process but because of the way the system has been developed we know we can integrate this into our solution. We have lots of ideas including, home delivery options, CRM activity and other promotions, and I am totally confident the Toshiba solution can grow with our business." The background and philosophy With a background in retail management working for the renowned John Caudwell, Shaz Sulaman is no stranger to hard work and driving ambition. His period at Phones 4U saw the company grow from strength to strength, with the greatest expansion in retail terms ever. It was at Phones 4U that the partnership with Steve, finance director, was cemented, both with a yearning for success and to branch out on their own.

Shaz and Steve identified an opportunity in what is potentially a saturated but fragmented market. They looked closely at the retail sector for gaps in the market, identifying various options - contemporary furniture, lighting and clothing. They also looked at Indian restaurants and found that there are over 8000 Indian restaurants and takeaways in the UK, more than the sum total of all other fast-food outlets, most of which are one-off established family run businesses. For the concept to work, Shaz and Steve required a <https://assignbuster.com/bombay-junction-provides-curry-in-hurry/>

number of key partners to work closely with them to help develop their ideas. Their philosophy is if people invest in them they will see the potential for the future. As a start they needed to establish a supply chain for consistency and quality of food.

With Shaz's enthusiasm and total belief in the success of the idea he was able to develop supplier relationships and command terms and requirements only normally demanded by large chains with the weight of their buying power. He selected suppliers that bought into the concept and could see the potential for future growth and the long-term prospects, companies that would work closely with Bombay Junction to develop and tailor requirements to their needs. Shaz spent 12 months developing the supply chain working closely with all suppliers to adapt and refine processes and ensure complete consistency across all areas of the business. The future Bombay Junction has great potential for future growth, because of the time and investment both Shaz and Steve have put into the initial set-up and developing of partnerships and the supply chain. With the model in place they can easily replicate what they have done in Manchester, anywhere else in the country - it's just a matter of finding a suitable location - Everyday Indian food in everyday locations.

Such is the success of the business that there are further plans for two or three additional outlets in the near future.